

Amendments to and Listing of the Claims:

Please cancel claims 66-68 and 70-98 and amend claims 33, 34, 36 and 65 as follows:

1. (previously presented) A method for displaying an alternative advertisement to a subscriber during a trick-play event, the method comprising:

detecting the trick-play event during playback of a recorded advertisement;

displaying the alternative advertisement to the subscriber;

detecting an end of the trick play event prior to the end of the recorded advertisement;

continuing, until the end of the recorded advertisement, trick playing the recorded advertisement and displaying the alternative advertisement; and

returning to displaying a recorded programming at the end of the recorded advertisement.
2. (original) The method of claim 1, wherein said displaying includes displaying the alternative advertisement instead of the recorded advertisement.
3. (original) The method of claim 1, wherein said displaying includes superimposing the alternative advertisement over the recorded advertisement.

4. (original) The method of claim 3, wherein the superimposed alternative advertisement covers a portion of the recorded advertisement.
5. (original) The method of claim 4, wherein size of the superimposed alternative advertisement is adjustable.
6. (original) The method of claim 4, wherein location of the superimposed alternative advertisement is adjustable.
7. (original) The method of claim 3, wherein at least some subset of video features associated with the superimposed alternative advertisement are adjustable.
8. (original) The method of claim 7, wherein the video features include at least some subset of opacity, contrast, brightness, hue, tint and saturation.
9. (original) The method of claim 3, wherein at least some subset of video features associated with the recorded advertisement are adjustable.
10. (original) The method of claim 3, wherein at least some subset of video features associated with the superimposed alternative advertisement are different from a corresponding subset of the video features associated with the recorded advertisement.

11. (original) The method of claim 10, wherein the superimposed alternative advertisement is more distinct than the recorded advertisement.
12. (original) The method of claim 10, wherein the recorded advertisement is more distinct than the superimposed alternative advertisement.
13. (original) The method of claim 1, wherein said displaying includes displaying the superimposed alternative advertisement on one portion of viewing area and displaying the recorded advertisement on another portion of the viewing area.
14. (original) The method of claim 1, further comprising superimposing the recorded advertisement over the alternative advertisement.
15. (original) The method of claim 14, wherein location of the superimposed recorded advertisement is adjustable.
16. (original) The method of claim 14, wherein size of the superimposed recorded advertisement is adjustable.
17. (original) The method of claim 14, wherein at least some subset of video features associated with either the alternative advertisement or the superimposed recorded advertisement are adjustable.

18. (original) The method of claim 14, wherein the superimposed recorded advertisement is displayed as a full image of the recorded advertisement.
19. (original) The method of claim 14, wherein the superimposed recorded advertisement is displayed as a cropped image of the recorded advertisement.
20. (original) The method of claim 1, wherein said detecting includes detecting an initiation of the trick play event during playback of the recorded advertisement.
21. (original) The method of claim 1, wherein said detecting includes detecting a start of a recorded advertisement during the trick play event.
22. (previously presented) The method of claim 1, further comprising:

detecting an end of the recorded advertisement; and

stopping the display of the alternative advertisement.
23. (previously presented) The method of claim 22, further comprising displaying the recorded programming in trick play mode.
24. (previously presented) The method of claim 22, further comprising:

determining that another recorded advertisement is in trick play mode;

determining that there is an associated alternative advertisement therefore; and

displaying the associated alternative advertisement.

25. (previously presented) The method of claim 1, further comprising:

detecting a start of a second recorded advertisement during the trick play event;

and

displaying a second alternative advertisement associated with the second recorded advertisement.

26. (previously presented) The method of claim 1, further comprising:

detecting an end of the trick play event;

stopping the display of the alternative advertisement.

27. (previously presented) The method of claim 26, further comprising displaying the recorded programming.

28. (cancelled)

29. (previously presented) The method of claim 1, further comprising determining a point in the recorded advertisement that the trick play event occurs.

30. (previously presented) The method of claim 29, wherein said displaying includes displaying the alternative advertisement if a determination is made that the trick play event occurs within a predefined period from a start of the recorded advertisement.

31. (previously presented) The method of claim 30, wherein the predefined period is a period of time.

32. (previously presented) The method of claim 30, wherein the predefined period is a percentage of total time of the recorded advertisement.

33. (currently amended) A method for displaying an alternative advertisement to a subscriber during a trick-play event, the method comprising:

detecting the trick-play event during playback of a recorded advertisement;

determining a point in the recorded advertisement that the trick play event occurs;

and

displaying the alternative advertisement to the subscriber, wherein said displaying includes displaying the alternative advertisement if a determination is made that the alternative advertisement can be displayed within a time period needed to trick play through the remaining portion of the recorded advertisement from the determined point.

34. (currently amended) A method for displaying an alternative advertisement to a subscriber during a trick-play event, the method comprising:

detecting the trick-play event during playback of a recorded advertisement;

determining a point in the recorded advertisement that the trick play event occurs;
and

displaying the alternative advertisement to the subscriber, wherein said displaying includes displaying the alternative advertisement if a determination is made that the alternative advertisement can be displayed within a predetermined period after completion of the trick play event for the remaining portion of the recorded advertisement from the completion of the trick play event.

35. (cancelled)

36. (currently amended) A method for displaying an alternative advertisement to a subscriber during a trick-play event, the method comprising:

detecting the trick-play event during playback of a recorded advertisement;

determining a point in the recorded advertisement that the trick play event occurs;

displaying the alternative advertisement to the subscriber; and

pausing the trick play event until said displaying alternative advertisement is complete if additional time is required to display entire alternative advertisement based on the determined point in advertisement that the trick play event occurs.

37. (original) The method of claim 1, wherein the alternative advertisement is related to the recorded advertisement.

38. (original) The method of claim 1, wherein the alternative advertisement is approximately an amount of time equal to time associated with fast forwarding through the recorded advertisement.

39. (original) The method of claim 37, wherein the alternative advertisement is a separately produced advertisement.

40. (original) The method of claim 37, wherein the alternative advertisement is derived from the recorded advertisement.

41. (original) The method of claim 40, wherein the alternative advertisement is derived by applying processing rules to the recorded advertisement.

42. (original) The method of claim 41, wherein the processing rules are specific to the recorded advertisement.

43. (original) The method of claim 41, wherein the processing rules are specific to the subscriber.

44. (original) The method of claim 41, wherein the processing rules are generic.
45. (original) The method of claim 41, wherein the alternative advertisement is a still image from the recorded advertisement.
46. (original) The method of claim 41, wherein the alternative advertisement is a series of still images from the recorded advertisement.
47. (original) The method of claim 41, wherein the alternative advertisement is a video segment from the recorded advertisement.
48. (original) The method of claim 41, wherein the alternative advertisement is a series of video segments from the recorded advertisement.
49. (original) The method of claim 41, wherein the alternative advertisement is a combination of still images and video segments from the recorded advertisement.
50. (original) The method of claim 41, wherein the alternative advertisement is a portion of the recorded advertisement with computer generated graphics added thereto.
51. (original) The method of claim 1, wherein the alternative advertisement is related to more than one recorded advertisement.

52. (original) The method of claim 51, wherein the alternative advertisement is displayed during a trick play event for the more than one recorded advertisement.

53. (original) The method of claim 1, wherein the alternative advertisement is not related to the recorded advertisement.

54. (original) The method of claim 1, wherein trick play events include fast forwarding, skipping, rewinding, and pausing.

55. (cancelled)

56. (cancelled)

57. (previously presented) The system of claim 63, wherein said means for displaying superimposes the alternative advertisement over the fast forwarded recorded advertisement.

58. (previously presented) The system of claim 63, wherein said means for displaying superimposes the fast forwarded recorded advertisement over the alternative advertisement.

59. (previously presented) The system of claim 63, wherein said means for detecting detects a start of a recorded advertisement during the fast forward event.

60-62. (cancelled)

63. (previously presented) A system for displaying an alternative advertisement to a subscriber when the subscriber fast forwards through a recorded advertisement, the system comprising:

means for detecting a fast forward event during playback of the recorded advertisement wherein said means for detecting detects an end of the fast forward event and an initiation of the fast forward event during playback of the recorded advertisement;

means for displaying the alternative advertisement to the subscriber, wherein the means for displaying stops displaying the alternative advertisement at the end of the fast forward event; and

means for automatically controlling the fast forward event, wherein if said means for detecting detects the end of the fast forward event prior to end of the recorded advertisement,

said means for automatically controlling will continue to fast forward the recorded advertisement until the end of the recorded advertisement, and

said means for displaying will continue to display the alternative advertisement until the end of the recorded advertisement.

64. (previously presented) A system for displaying an alternative advertisement to a subscriber when the subscriber fast forwards through a recorded advertisement, the system comprising:

means for detecting a fast forward event during playback of the recorded advertisement;

means for displaying the alternative advertisement to the subscriber; and

means for automatically pausing the fast forward event, wherein said means for detecting also detects an end of the fast forwarded recorded advertisement; and wherein

if said means for displaying has not completely displayed the alternative advertisement prior to a detection of the end of the fast forwarding recorded advertisement by said means for detecting,

said means for automatically pausing will pause the fast forward event until the display of the alternative advertisement is complete.

65. (currently amended) A system for displaying an alternative advertisement to a subscriber when the subscriber fast forwards through a recorded advertisement, the system comprising:

means for detecting a fast forward event during playback of the recorded advertisement; and

means for displaying the alternative advertisement to the subscriber;

means for ignoring the fast forward event, wherein said means for detecting also detects point in the recorded advertisement that the fast forward event is initiated, and wherein

said means for ignoring will ignore the fast forward event for the recorded advertisement based on the point of initiation if the point of initiation occurs outside of a predefined period from a start of the recorded advertisement, the predefined period being a percentage of total time of recorded advertisement; and

said means for displaying will not display the alternative advertisement if the fast forward event is ignored.

66-109. (cancelled)

110. (previously presented) The method of claim 34, wherein the alternative advertisement is a separately produced advertisement.

111. (previously presented) The method of claim 34, wherein the alternative advertisement is derived from the recorded advertisement.

112. (previously presented) The method of claim 34, wherein the alternative advertisement is derived by applying processing rules to the recorded advertisement.

113. (previously presented) The method of claim 112 wherein the processing rules are specific to the recorded advertisement.

114-117. (cancelled)

118. (previously presented) The method of claim 36, wherein the alternative advertisement is a separately produced advertisement.

119. (previously presented) The method of claim 36, wherein the alternative advertisement is derived from the recorded advertisement.

120. (previously presented) The method of claim 36, wherein the alternative advertisement is derived by applying processing rules to the recorded advertisement.

121. (previously presented) The method of claim 120, wherein the processing rules are specific to the recorded advertisement.